

# You Can't Afford to Stay Off Social Media

Hannah Shultz  
Hannah-Shultz@uiowa.edu  
HannahMorrisonShultz.com

## Objectives

Participants will understand:

1. how people in the WIC mom age range communicate and consume information;
2. the differences, strengths, and uses of different social platforms;
3. and the first steps to building a strong social strategy.

## Plan for today

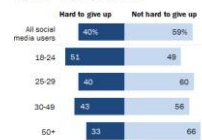
1. Introduction to social media
2. Overview of platforms
3. Things to keep in mind
4. Additional resources



## What is Social Media?

### Majority of users say it would not be hard to give up social media

Among U.S. social media users, the % of who say it would be \_\_\_ to give up social media



Note: Respondents who did not give an answer are not shown. "Hard to give up" include those saying it would be very or somewhat hard. "Not hard to give up" include those saying it would be not too hard or not hard at all.

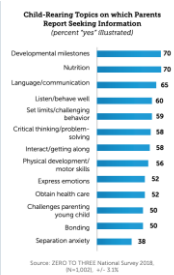
Source: Survey conducted Jan. 3-10, 2015.

"Social Media Use in 2015"

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## Know your audience

- Nationally, more than 85% of WIC moms are between 18 and 34.
- Personal networks are the most trusted source of parenting information.



"Parents also trust information that includes the stories and experiences of other parents who are raising young children. Sixty-five percent of survey respondents said that including experiences and stories from parents would make them more trusting of the information provided."

### Use of different online platforms by demographic groups

% of U.S. adults who say they use ...

	Facebook	YouTube	Pinterest	Instagram	Snapchat	LinkedIn	Twitter	WhatsApp
Total	68%	73%	29%	35%	27%	25%	24%	22%
Men	62	75	16	30	23	25	23	20
Women	74	72	41	39	31	25	24	24
Age 18-29	81	91	34	64	68	29	40	27
18-24	80	94	31	71	78	25	45	25
25-29	82	88	39	64	64	34	33	31
30-49	78	85	34	40	26	33	27	32
50-64	65	68	26	21	10	24	19	17
65+	41	40	16	10	3	9	8	6
<\$30,000	66	68	20	30	23	13	20	20
\$30,000-\$49,999	74	78	32	42	33	20	21	19
\$50,000-\$74,999	70	77	34	32	25	24	26	21
\$75,000+	75	84	39	42	30	45	32	25

Note: Whites and blacks include only non-Hispanics. Hispanics are of any race.  
Source: Survey conducted Jan. 3-10, 2018.  
"Social Media Use in 2018"

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## Millennial Moms Are Connected



Millennial moms use social media to keep up with popular culture but also to recommend the latest and greatest products to their friends. They maintain 3.4 social networks on average, and spend 17.4 hours per week on social sites—that's 4 hours more on average than any other 'mom' group. Even more, 87% of Millennials say their phone never leaves their side.

## Moms Want to Engage

- In an average month, the number of times Millennial moms "like" or recommend products or services online is 10.4, compared with 7.7 for total moms.
- Also in an average month, Millennial moms re-tweet or re-pin products or services online 7.8 times.



What does this mean for WIC?



## Stand Up If...

- You go to Pinterest when looking for a new recipe.
- You have looked at your cell phone since this session started.
- You have shared a recipe on Facebook.
- You have looked up what is causing your headache online.
- You have used social media to contact customer service.
- You have a smart phone.
- You have texted someone today.
- You've checked Facebook more than five times today.
- You've posted on social media about this conference.
- You have contacted a doctor using email or another online tool.
- You have at least one social media site on your phone.
- You have more than one social media platform on your phone.

## Platforms



## Twitter

24% of US adults



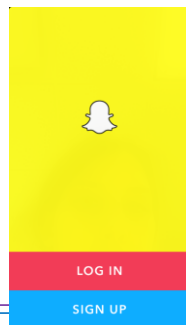
## Pinterest

29% of US adults



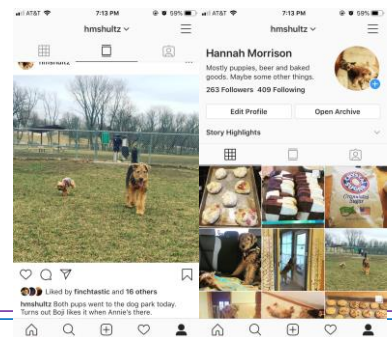
## Snapchat

27% of US adults



## Instagram

- 35% of US adults
- 79% of people 18-24
- 69% of people 25-34



## Facebook

- 68% of US adults use Facebook
- 74% of users visit the site at least once per day
- 74% of US women
- 81% of people between 18 and 29
- 51% of teens
- 70% of teens in households with incomes below \$30,000



## Keep In Mind



- Branding
- Stay current/follow trends
- Staff training
- Accountability

## Comments

- How will you respond to nasty comments?
- What if it's factually wrong?
- What if you have a troll?
- Should you have a publicly posted comment protocol?
- Will your agency comment on other organizations' posts?



## Tools

- **Scheduling**
  - Buffer
  - Hootsuite
- **Design**
  - Canva
  - Pictochart
  - Phonto
- **Content**
  - National WIC Association Recruitment & Retention Campaign social media toolkit
  - Reputable organizations



## Reputable Organizations

- Myplate
- National Association of County and City Health Officials (NACCHO)
- Baby Friendly USA
- YMCA
- American Academy of Family Physicians (AAFP)
- The Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN)
- Wisconsin Breastfeeding Coalition
- Zero to Three
- American Congress of Obstetricians and Gynecologists (ACOG)
- Partnership for a Healthier America
- Center on Budget and Policy Priorities
- Eatright.org
- USDA mixing bowl (recipes)
- La Leche League International
- La Leche League USA
- Kids Eat Right
- CDC
- U.S. Breastfeeding Committee- USBC
- American Academy of Pediatrics (AAP)
- March of Dimes
- MomsRising
- Nurse Family Partnership
- Sisters Who Latch
- Salud Today
- Womenshealth.gov
- World Health Organization
- Fruitsandveggiesmorematters.org

## More Information

- [Nwica.org/social-media-toolkit](http://Nwica.org/social-media-toolkit)
  - Archived Social Media 101 webinars (note: must be an NWA member)
  - Social Media Toolkit
- Pew Research

## Midwestern Public Health Training Center



- Wichita State University
  - Sonja Armbruster
  - Suzanne Hawley
- Student Field Placements
- Trainings

## Let's Connect

- [Hannah-Shultz@uiowa.edu](mailto:Hannah-Shultz@uiowa.edu)
- [HannahMorrisonShultz.com](http://HannahMorrisonShultz.com)
- Twitter and Instagram: @hmshultz



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